

Casey Bradford

Senior Product Designer at Zola

Nov 2021 - Oct 2023

Zola is the leading consumer platform for all things wedding, including websites, registries, invitations, and vendor marketplace. We saw 5.3M monthly unique users.

I led design for Zola's iOS app utilized by 40,000 daily active users and was able to improve the app's onboarding completion by 66%. I spearheaded the launch of key products like the baby registry and wedding budget tool. Additionally, I mentored junior designers, managed the mobile team's component library, and led user research to enhance the Zola web and app home pages.

Product Designer at Core

Feb 2021 - August 2021

AlleyCorp is a venture capital firm that has invested in and built companies such as MongoDB, Gilt Groupe, and Nomad Health. Under AlleyCorp, I worked on a company called Core, which was a marketplace for fitness creators.

I conducted thorough user research, creating innovative 0 to 1 concepts that I presented directly to the board. With a focus on user engagement, I built B2C interfaces for both web and iOS platforms, ensuring a seamless experience across channels.

Freelance Product Designer

Jan 2020 - current

The Culinistas connects users with private chefs for in-home parties, meal prep and cooking classes. I worked on website rebrand, component library, and enhanced capabilities for booking through the website.

Ellipsis Health uses voice data to identify early signs of anxiety in depression. I worked with the Head of Product to build and test conceptual prototypes for integrations with insurance providers, college campuses, and a mental health app. Our concepts helped Ellipsis secure \$30 million in funding.

Irth is a place for black and brown women to review hospitals and doctors involved in their birthing experiences. I worked to launch the MVP of the app by making UI updates regarding branding and usability.

Other projects include experiences for Six Bells, a store selling country-inspired homewares, Enkasa Homes, a tool for home remodeling, and Drink Lili, a non-alcoholic beverage brand.

Contact

925 818-7708

caseybradford@gmail.com

linkedin.com/in/caseybradford/

caseybradford.club

Education

UCLA, Class of 2016

BA in Design and Media Arts

Design Lab, 2020

UX/UI Bootcamp

Skills

Cross-team collaboration

Prototyping

Component libraries

User research

Tools

Figma

User Testing

After Effects

GitHub

HTML/CSS

React

Casey Bradford

Pre-Product Design

2016-2020

Before becoming a product designer, I worked as an art director and visual designer.

Flatiron School is a coding bootcamp that was acquired by WeWork where I was promoted from Graphic Designer to Design Manager, overseeing all visual communications. I also led the creative for a \$1 million monthly ad budget, surpassing campaign goals by optimizing imagery and copy. I managed two designers, collaborated with agencies, and initiated a creative review process.

VaynerMedia is a digital agency specializing in social media strategy where I was an Art Director dedicated to the Chase Sapphire business. I helped plan and execute video and photo shoots to create assets for paid social campaigns and regularly presented work to clients.